User Study Update - Team 3

1. Target users

Our target users are plant hobbyists and enthusiasts. They are much more inclined to monitor their plants to a higher degree, and thus would be interested in a device to automate the monitoring of their plants to some extent.

This user group is quite accessible, as they could theoretically be anyone. For instance, we can reach out to other students in Aalto or other Universities and ask them to participate in our user study.

2. Current situation

We have already gotten 39 rather thorough responses with the online surveys that have given us a good insight into what people might be looking for in an IoT device meant for plant cultivation. In addition, the first interview has already been conducted and documented. It was a group interview with 2 potential users and was really informative. We believe the fact that 2 users could bounce ideas off of each other made it much more informative for us than it would have been otherwise.
Since we have already gathered enough information, we have started to map out the features and components of the device to slowly narrow down the idea.

Link to survey responses (english version):
https://docs.google.com/spreadsheets/d/17iAOfix5XNTlHRVkv8-SSzz-9DiBaFzHnPxrE1_Iep0/edit?usp=sharing
Link to survey responses (finnish version):
https://docs.google.com/spreadsheets/d/10vmuCnAydOV0NJCwSoHKujVEs_3GuGNUji77kcqIbv0/edit?usp=sharing
Link to first interview notes:
https://docs.google.com/document/d/13SDdg8U_1lrDhgf8Mg7o01ts4Be4uMcnlehz204QAec/edit?usp=sharing
Link to team Miro board:
https://miro.com/app/board/uXjVPy4PPEA=/?share_link_id=984503807965

3. User study methods

We have chosen to use multiple methods. To get a general understanding of people's needs, we are conducting online surveys that are shared in facebook groups and also forwarded to enthusiasts and students by friends and family.

Other methods of user studies will involve in-person or remote interviews mixed with co-design and design probing methods, if possible. That would give us a more personal view of the daily activities of enthusiasts and would open up the possibility for future user testing.